

## REMARKS

Claims 10-18 have been cancelled. Claims 1, 28, and 37 have been amended to clarify the subject matter regarded as the invention. Claims 1-9 and 19-37 are pending.

The Examiner has rejected Claims 1-9 and 19-37 under 35 U.S.C. §103(a) as being unpatentable over Silverman et al (EP 0 399850 A2).

The rejection is respectfully traversed. The Examiner has suggested that Silverman discloses “for each bid, displaying the rank determining [sic].” None of the portions of Silverman cited by Examiner (Abstract, Fig. 4, Fig. 13, Fig. 14, Fig 17, Fig. 18, 11:49-12:49, and 20:54-22:46) describe “receiving a plurality of bids from bidders,” “ranking said bids in order of attractiveness,” and “**for each bid, displaying the rank determined ... to the bidder who made the bid,**” as recited in Claim 1. Indeed, nowhere in Silverman is any mention made of displaying a rank of a bid **to the bidder who made the bid**. Therefore, Claim 1 is believed to be allowable. Claims 2-9 depend from Claim 1 and are believed to be allowable for the same reasons described above.

As with Claim 1, Claim 19 recites “displaying the rank to the bidder who made the bid,” and is believed to be allowable for the same reasons described above. Claims 20-27 depend from Claim 19 and are believed to be allowable for the same reasons described above.

As with Claim 1, Claim 28 recites “for each bid, **displaying the rank**” to the entity “**who made the bid,**” and is believed to be allowable for the same reasons described above. Claims 29-32 depend from Claim 28 and are believed to be allowable for the same reasons described above.


As with Claim 1, Claim 33 recites “**displaying the ranking**” to the entity “**who made the bid,**” and is believed to be allowable for the same reasons described above. Claims 34-37 depend from Claim 33 and are believed to be allowable for the same reasons described above.

The foregoing amendments are not to be taken as an admission of unpatentability of any of the claims prior to the amendments.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

Dated: 10/19/07

  
\_\_\_\_\_  
Robyn Wagner  
Registration No. 50,575  
V 408-973-2596  
F 408-973-2595

VAN PELT, YI & JAMES LLP  
10050 N. Foothill Blvd., Suite 200  
Cupertino, CA 95014